A publication for friends and neighbors of the West Service Planning Area

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# **PUBLIC HEALTH WEEK 2006**

LA County Public Health celebrates National Public Health Week April 3-9. 2006. This year's theme is "Building Healthy Communities Together". During this week, many health-related activities are held in collaboration with private hospitals,

health providers, colleges, schools, churches, community organizations, institutions. foundations and corporations.

These activities are designed to inform our communities about available services and the important role Public Health plays in ensuring

a healthy and safe environment for all to live.

(formerly Burke Health Center, see article below) to bring awareness about the dangers of lead poisoning to clients. Additionally, two display boards (one in English, the other in Spanish) explaining the importance of Public Health will be placed in the

> waiting room of the clinic for the entire week.

The first full week of April was proclaimed National Public Health Week by former President Clinton in 1995. The

American Public Health Association serves as the organizer of National Public Health Week and develops a national campaign to educate the public, policymakers and practitioners during the week

about issues related to the theme

Although Public Health Week has been celebrated nationally since 1995, LA County Public Health has been sponsoring Public Health Week since 1987. The practice of observing a week for public health began as far back as 1945, when Dr. Ruth Temple initiated the stateobserved Community Health Week in 1945, an annual event focused on health awareness. Dr. Temple, the first African-American woman to practice medicine in Los Angeles, pioneered the City's public health program and helped to establish the Southeast District Health Center.

More information about National Public Health Week and the American Public Health Association is available at www.apha.org. To find out about other Public Health Week activities in other SPAs, log on to www.lapublichealth.org.



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Cancer Awareness Week

The West Service Planning Area (SPA 5) will observe Public Health by collaborating with the Simms/Mann Health and Wellness Center

# Venice Family Clinic Dedicates New Center

On Wednesday, March 29, Venice Family Clinic dedicated the Simms/ Mann Health and Wellness Center (formerly Burke Health Center) - an integrative medicine treatment program. Los Angeles Mayor Antonio Villaraigosa joined

Santa Monica Mayor Robert Holbrook, Dr. Gerald Levey, Dean, David Geffen School of Medicine at UCLA, Los Angeles City Councilman Bill Rosendahl and Los Angeles County Supervisor Zev Yarolslavsky to launch the Center.

Vicki and Ron Simms and the Simms/Mann Family Foundation awarded a \$3 million gift to Venice Family Clinic to create the health, wellness and integrative medicine treatment center.

[ See Clinic, Page 4]

#### SPA 5 NEWS & NOTES

The Early Childhood Parenting Center (1440 Harvard Street, Santa Monica, CA 90404) invites you to attend their **Open** House and Free Workshop - Behavior: The Tip of the Iceberg, Saturday, May 6th, 10:00 am - 12:00 noon

This workshop will examine the complexities behind children's behavior.

Presented by: Valerie Copelan, M.S.W.

Please RSVP at (310) 281-9770

The Center for Healthy Aging (2125 Arizona Ave., Santa Monica, CA 90404) pre-

sents Dance Alive®, every Wednesday beginning February 1, 2006 from 1:00pm-2:00pm. Classes are 3 dollars each. In addition, the following classes will be offered:

4/5/06 - Getting a Good Night's Sleep, 10:30am -12:00pm

4/12/06 - Self Massage, 10:30am-12:00pm 4/19/06 - Maintaining Bone Health: Prevention and Treatment of Osteoporosis,

10:30am-12:00pm

4/26/06 - Memory Enhancement 10:30am-12:00pm

Classes are FREE (except where indi-

cated), however RESERVATIONS ARE REQUIRED. Please call Vienna @ 310-576-2550, ext. 390 to reserve your space. There is limited parking behind the building.

The Older Adult Task Force presents the Westside Health and Wellness Conference 2006, Saturday, May 20th, 9:30am-1:00pm at 1st United Methodist Church (1008 11th St., Santa Monica). The event will feature a resource fair, seminars, health screenings, and private consultations with geriatric care managers. For reservations, please call (800) 516 5323.

# Epi Corner - Violence is a Public Health Issue

Violence is an important public health issue that has reached epidemic levels in many communities worldwide. African American and Hispanic inner city youth between the ages of 15-24 seem to be the most affected. Centers for Disease Control (CDC) in 2003 estimated that eighty two percent of all deaths in the 10-24 age group (15 persons each day) are related to gun violence. Youth homicides in Los Angeles

County have been on the rise since an initial drop in the mid to late 90's.

Why is life so dispensable? Why do these children keep killing each other? Why is there so much pain and hatred for oneself and others? Where does it all come from? How can we heal this?

A global effort of hearts and souls in needed to overcome this atrocity. It starts with each of us working on increasing public awareness on the magnitude of the problem, taking little steps each day to address the unmet needs that are manifested as such devastating behaviors.

#### References:

-National center for injury prevention and control: Division of violence prevention. Retrieved 3/21/2006 at www.cdc.gov/ncipc/dvp/dvp.htm

-National Center for Injury Prevention and Control: Youth violence fact sheet Retrieved 3/21/2006 at www.cdc.gov/ncipc/factsheets/yvfacts.htm

health care visit. If you do not have a



#### LA County Celebrates National Infant Immunization Week (immunization or shot record) to every

April 22-29, 2006 is **National Infant Im**munization Week (NIIW), a time when the nation turns a

spotlight on the importance of childhood immunizations; in California, the month of May is also Toddler Immunization Month (TIM). The Immunization Coalition of Los Angeles County (ICLAC) would like to remind parents and caregivers about the importance of timely immunizations for their children.

This year's NIIW/TIM theme is



"Community Immunity" referring to the fact that preventing life threatening diseases is only made possible when every child receives the rec-

ommended childhood vaccinations (see schedule below). Un-immunized children or children that do not receive immunizations at the recommended age, makes it possible for potentially lifethreatening diseases, such as measles, chickenpox, and influenza to spread

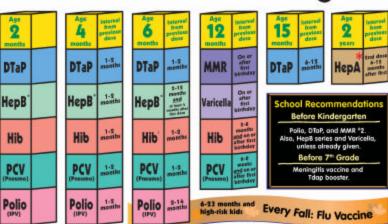
easily from one person to another. A decision to immunize is a decision to protect not only your child, but also children of entire communities. As the number of people who are immunized increases, vaccine preventable diseases decrease in all age groups, and in some cases diseases such as polio are eliminated en-

tirely.

ICLAC urges parents to ask vour child's health care provider at every visit if your child's immunizations are upto-date. Also, remember to bring your child's yellow card

regular doctor, call 1-800-427-8700 to find a free or low cost clinic near you. Keep your community healthy, get your child immunized!

# Immunization Timing





\* Hep A is now given at age 1 yr.

### Health Care Advocates Pursue Joint Tobacco Tax Initiative for November 2006

The Coalition for a Healthy California joined forces with the California Hospital Association, the California Chapter Academy of Emergency Physicians, and the California Association of Emergency Nurses to sponsor a statewide initiative that would raise the state's tobacco tax by \$2.60 per pack of cigarettes to fund emergency rooms, health insurance for children, nursing education, tobacco-related disease prevention and treatment, care for patients and to reduce smoking addiction.

Joining the new effort include the American Cancer Society, American Lung Association of California, American Heart Association, The Children's Partnership, the California Hospital Association, the California Chapter, American College of Emergency Physicians, California Emergency Nurses Association. PICO California. Children Now. California Primary Care Association, Campaign for Tobacco Free Kids. Association of California Nurse Leaders, Emergency and Acute Care Medical Corporation, and the California Association of

Physician Groups. The initiative will raise approximately \$2.27 billion annually.

"This initiative offers Californians the best way to help tackle key elements of our growing health care crisis," said Jim Knox, Legislative Advocacy Vice President of the American Cancer Society. "We know that every 10 percent increase in the price of cigarettes will reduce youth smoking by about seven percent and overall cigarette consumption by about four percent. "

"This tobacco tax will save lives," said Christine Bryant, volunteer with the American Lung Association of California and board member of the Coalition for a Healthy California. "Increasing the tobacco tax ... will provide new resources to help California's four million smokers quit."

"Tobacco places a tremendous strain on the state's health care system, impeding our ability to address important diseases such as heart disease, stroke, cancer, diabetes and asthma," added Hannah Valantine, M.D., president of the American Heart Association.

"The joint initiative will provide direct, tangible improvements in health care for all Californians," said C. Duane Dauner, president of the California Hospital Association. "This initiative is a landmark step forward in addressing these issues."

"We believe this unprecedented coalition ... is the right group to help our kids keep from smoking and lead our state ... in providing affordable health insurance to all of California's children. With only 10 percent of kids still uninsured, this is an achievable goal," said Wendy Lazarus, Co-President of The Children's Partnership, one of the sponsoring organizations.

This initiative campaign began mid-February 2006 and will end at the end of April 2006. One million signatures are needed for this initiative to be on the November 2006 ballot. If you would like to volunteer to help gather signatures for this life-saving initiative, please contact the American Cancer Society 1-800-ACS-2345 (1-800-227-2345), 24 hours a day, 7 days a week, 365 days a year.

# June is Home Safety Month - "Hands on Home Safety"

Ask Americans where they feel safest and most will say their own home. However, according to the State of Home Safety in America report, there were more than 20 million medical visits due to unintentional home injuries in the latest year studied.

The Home Safety Council dedicates the month of June—Home Safety Month—to educate and empower both families and businesses to take actions that will make homes safe. "We hope to bring attention to the problem of preventable home injuries and its leading causes: slips and falls, poisonings and fires," says Meri-K Appy, president of the Home Safety Council. "Just a few simple steps can dramatically reduce the dangers in most homes and may even make a lifesaving difference."

Throughout Home Safety Month, the Home Safety Council encourages the public to take a hands on approach to home safety and take some simple steps to minimize their risk from potential injuries, or even death.

#### Fires/Burns

?Install smoke alarms on every level of your home and in or near all bedrooms, and test the batteries at least once a month

?Plan a home fire drill and practice it at least twice a year.

?Use safety covers in electrical outlets and anti-scald devices in faucets in homes with young children

#### Slips/Falls

?Make sure all porches, hallways and stairwells are well lit

?Use a non-slip mat, or install strips or decals in bathtubs and showers ?Install grab bars in bath and shower stalls

#### **Poisonings**

?Keep medicines and household chemicals and cleaners out of the reach of children, preferably in a locked cabinet.

?Install a carbon monoxide detector near sleeping areas in the home

Visit the Home Safety Resource Center (www.homesafetycouncil.org/resource\_center/resourcecenter.aspx) to review and download free information, including posters, brochures, safety checklists and additional tips to help safeguard your family.

## Venice Family Clinic Dedicates New Center

[Clinic, from Page 1]

Low-income patients in the Santa Monica area will now have the advantage of conventional and evidence-based alternative treatments.

The Simms/Mann Health and Wellness Center will begin in 2006 with a series of pilot programs centered around obesity prevention and management for age two through adult, exercise and nutrition counseling, and pain management. The center presents an opportunity in Los Angeles to change medicine for the better by focusing on the whole person and the whole family.



## National Multi-Cultural Cancer Awareness Week - April 18-21, 2006

The Public Health Office of the Medical Director, in conjunction with the American Cancer Society and the USC/Norris Cancer Hospital is facilitating "National Minority Can-

cer Awareness week" which is April 18 to the 21st. As part of the week's activities, there will be a half day kick off event on April 18th at the Radisson Hotel in Culver City. Two areas will be the focus of the kick off event -- Colon cancer in

the African American community and Nutrition and Physical activity. The event will include speakers, activities and informational packets to participants. The target audience is community leaders, health care providers, and employers with an African American base.

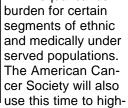
NORRIS

This year marks the 20th annual National Minority Cancer Awareness Week (NMCAW); a campaign initiated by the Intercultural Cancer Council, sponsors of the Biennial Symposium on Minorities and the

Medically Under served in 1986 to bring attention to the needs of special populations. The American Cancer Society, along with health care providers, community organizations, and state and local agen-

American

cies, recognizes this week as an opportunity for heightening awareness of an unequal cancer



light its initiatives addressing this burden.

Cancer affects some segments of the US population more than others. These special populations include people from all racial, ethnic and cultural backgrounds. The term "medically under served" cuts across ethnic groups to refer to individuals who have insufficient or no health insurance; have little education; reside in rural or inner-city areas; are unemployed; live in poverty or have socioeconomic challenges; face barriers such as language or low literacy; are disabled; or are gay, lesbian, bisexual, or transgender.

These factors can add up to problems: decreased availability of culturally appropriate community health and information resources; increased risk for developing cancer; and lower usage of lifesaving early detection tests, such as mammograms, Pap tests, and colon cancer screening tests, and higher mortality because of late stage detection.

If you are interested in attending this event, please RSVP by April 10 to Mary Fenster at 626 795 7774 option 3X 220 or mfenster@cancer.org

# Sudden Infant Death Syndrome: New Guidelines to Reduce the Risk of the Silent Killer

Sudden Infant Death Syndrome (SIDS) or "crib death", is the leading cause of death in babies over one month of age (CA Dept. of Health Services, 2001). SIDS is the sudden and unexpected death of an infant due to unexplainable causes. Losing a baby to SIDS is a confusing and heart-breaking experience, however there are steps that parents can take to reduce the risk. The American Academy of Pediatrics issued new recommendations for preventing SIDS in 2005:

#### Place your baby on his or her back to sleep

Babies placed on their backs to sleep is one of the best ways to reduce the risk of SIDS.

#### Use a firm, flat sleep surface

Babies should sleep

on a firm mattress. It is unsafe for babies to sleep on things like cushions, pillows or foam pads. Items like stuffed animals and toys should be removed from the bed.

#### Babies should sleep in their own beds

Babies can be brought to bed for nursing or to be comforted, but they should be returned to their bed afterwards.

#### Keep your baby close

Although it is recommended that babies sleep in their own beds, consider keeping the baby's crib or bassinet in your room in the early months of your baby's life.

#### Offer a pacifier

Research shows that using a pacifier at bedtime can cut SIDS

> risk in half. Pacifiers should not be dipped in anything sweet and should not be reinserted if it falls out during sleep.

#### Do not overheat your baby

Parents should NOT dress their baby in too much

clothing as it can lead to overheating.

#### Create a safe environment

SIDS is more common among

babies that are exposed to smoke.

#### Avoid products that claim to prevent SIDS

No evidence has shown that these home devices prevent SIDS. They also have not been tested for safety.

#### Breastfeed! Breastfeed! Breastfeed!

If you can, breastfeeding your baby is the best choice. Breastfed babies are healthier and studies have shown that breastfeeding lowers the risk of SIDS.

Although the problem of SIDS is widespread, the solution is simple: education and awareness. Together, equipped with knowledge and education, we can fight the battle against SIDS in our communities to protect our ba-



# anana Berry Pancakes

recipe from CA 5 a Day

These pancakes would be great to serve during Mother's Day (May 14) or Father's Day (June 18). Substitute any seasonal, canned, or frozen fruits for different flavors.

- large banana, peeled and sliced
- cup complete pancake mix

1/2 cup water

Nonstick cooking spray

#### **Topping**

11/2 cups frozen strawberries

2 tablespoons strawberry jam



Place banana in a medium bowl and mash with a fork. Add pancake mix and water; stir until blended. Spray a large skillet with nonstick cooking spray over MEDIUM heat. Pour 3/4 cup batter for each pancake into hot skillet. Cook pancakes for about 2 minutes per side or until cooked through. Meanwhile, place berries in a small bowl with jam. Microwave on HIGH for 1 minute. Stir, then cook for 1 minute more. Spoon topping over pancakes.

> Makes 4 servings 2 pancakes per serving

Nutrition Information Per Serving: Calories 200, Carbs 43q, Protein 4 q, Total Fat 2q, Saturated 0q, Cholesterol 5 mg, Sodium 400 mg, Dietary Fiber 3g

#### **SPA 5 EXECUTIVE TEAM**

Acting Area Health Officer: Martina Travis, MPH, BSN
Area Medical Director: Maxine Liggins, MD
Director of Operations: Willie Mae Howard, MPA
Nurse Supervisor: Mei Lien Chu, RN, BSN

Epidemiology Analyst: Farimah Fiali

Health Educator: Nicole D'anise Vick, MPH, CHES

Intermediate Typist Clerk: Keisha Davis

#### MANAGING EDITOR

Nicole D'anise Vick

The **SPA 5 CHRONICLE** is published quarterly by the West Service Planning Area. You are welcome to make copies of this newsletter.

#### CONTRIBUTORS

Linda Feldman Venice Family Clinic

Jameelah Harris, RN, PHN, SPA 6

Deb Weintraub and Ellen Cheng American Cancer Society

Anna Invencion
Public Health, Immunization Program

Robert Gibson Public Health Administration

> Farimah Fiali Epi Analyst, SPA 5/6

Meri-K Appy Home Safety Council



WEST SPA

## Chronicle



West Area Health Office Simms/Mann Health and Wellness Center 2509 Pico Boulevard, Suite 320 Santa Monica, CA 90405

#### FOR CHANGE OF ADDRESS CONTACT:

Teresa Level Phone: 323 235 6707 FAX: 323 846 5442 tlevel@ladhs.org

PUBLIC HEALTH MISSION: TO SAFEGUARD AND IMPROVE THE HEALTH OF ALL LOS ANGELES COUNTY RESIDENTS